



2010 Oregon Museums Survey

The Oregon Heritage Commission

Thank you for participating in the Oregon Heritage Commission's Heritage Assessment Survey and the 2010 Oregon Museums Survey.

Because of the current challenges for heritage and museums efforts, the Commission is assessing the relative "health" of heritage and museums through this survey. Data collected will add to, and be compared with, previous findings from the 2003 and 2006 Oregon Museum Surveys.

*The survey results will provide a "snapshot" of museums and heritage, and provide a factual foundation for statewide planning and advocacy during the next few years. **The deadline for returning the survey is February 12, 2010.***

I expect it will take you at least 15 minutes to complete this survey. You may submit an online version of this survey at <http://www.oregon.gov/OPRD/HCD/OHC>.

Your participation in this survey will ensure that your museum's needs and experience are considered in future statewide planning. For more information, contact survey coordinator Aili Schreiner at ailli.schreiner@state.or.us

Thank you for your continued support of museums and heritage in Oregon.

*George Kramer
Chair of the Oregon Heritage Commission*

1. Institution Information:

Museum Name:		
Director/Contact Person (name and title)		
Mission:		Year Institution Opened:
Street address:		City:
County:		Zip:
E-mail address:		
Web site address:		Phone:

2. Which one of the following best describes your institution (mark only one):

- Anthropology
- Aquarium
- Arboretum/Botanical Garden
- Art Museum
- Children's/Youth Museum
- Cultural-specific/tribal museum
- General museum
- Historic home/site
- History museum/historical society
- Natural history
- Nature Center
- Science/technology
- Zoo
- Other: _____

3. In which ways does your museum collaborate with other museums, heritage organizations, and consortiums in an effort to reduce costs and improve quality of services (check all that apply):

- Joint programming
- Website links
- Digital access to shared collections catalog
- Photo scanning projects
- Joint purchasing
- Joint planning and marketing efforts with local organizations, businesses, government agencies
- Other: _____

5. Over the past three years, what kinds of partners have helped you develop programs, offer services, and/or promote your museum (check all that apply):

- Business/corporation
- Chamber of commerce
- Cultural-specific group/association
- Local government (city or county)
- State or federal government agency
- Library
- Newspapers
- Oregon Tribes
- Other cultural organizations
- Other museums
- Private Foundations
- Publisher
- School/school district
- Television/radio station
- Theatre/performing arts groups
- Travel/tourism group
- University/college

6. Which of the following activities or initiatives does your museum plan to undertake in the next three years (check all that apply):

- Open to the public for the first time
- Develop/revise by-laws
- Develop/revise mission statement
- Develop a long-range plan
- Open a new permanent exhibition
- Launch a new capital campaign
- Complete a capital campaign
- Establish an endowment fund
- Significantly reduce operations/programs
- Significantly expand operations/programs
- Open a new building or expansion
- Launch a new website or online resource
- Launch a planned giving program
- Develop new collections/exhibition policies
- Institute a changing exhibit program
- Other: _____

7. How has your museum been involved with the Oregon Cultural Trust or your county/tribal cultural coalition (check all that apply):

- Received a grant from the Oregon Cultural Trust
- Received a grant from local cultural coalition
- Have a link from our website
- Have OCT brochures available onsite
- Provide OCT staff with opportunities to present at our events
- Have not been involved with the OCT or county tribal cultural coalition
- Don't Know

8. What marketing and public relations strategies has your museum used to highlight local heritage efforts (check all that apply):

- Interactive website with search features and online services (downloadable resources, social media tools, etc.)
- Newsletters and mailings
- Newspaper, radio, or TV ads
- Press releases
- Developed cultural tourism programs with local tourism commission
- Joint marketing with other heritage organizations
- Free admission days to museum
- Outreach to local universities/colleges/community colleges/K-12
- Customer service training for staff and volunteers
- Host meetings and events of other organizations
- Identify and communicate needs with city, county, and state government representatives
- Other: _____

9. In what ways does your museum and your city/county coordinate on local heritage and preservation efforts (check all that apply):

- Plans/promotes heritage programming or cultural events
- Presents local history exhibits
- Participates in economic & cultural tourism development
- Applies for grants and carry out grant-funded activities
- Serves on city or county preservation/heritage commissions
- Leads tours of historic buildings and cemeteries
- Publish and distributes brochures
- Preserves and protects archeological resources
- Other: _____

10. If your museum does not participate in the coordinated heritage and preservation efforts described above, please indicate why (check all that apply):

- Lack of time
- Lack of funding
- Lack of coordination between our museum and our city/county
- Perceived lack of community support for heritage and preservation
- Other: _____

11. What are the 3 most important issues facing your museum in the next 10 years (check ONLY your top 3 issues):

- Declining or unstable government funding
- Change in visitor expectations
- Change in population demographics
- Lack of adequate preservation environment and materials
- Program services replaced by TV and internet programming/resources
- Keeping current with changing technology
- Decreased funding for K-12 history curriculum and field trips
- Developing new leadership and effective management
- Keeping heritage organizations viable and relevant
- Increasing community involvement and partners
- Other: _____

12. My museum would like state assistance with (check all that apply):

- Obtaining information about local heritage resources
- Learning about additional grant opportunities for heritage organizations
- Developing comprehensive, incremental revitalization strategies for downtown businesses (“Main Street” activities)
- Educating the public about the economic, social, and educational benefits of historic preservation
- Establishing a local historic preservation program
- Establishing or expanding local heritage tourism efforts
- Joining state advocacy efforts
- Coordinating local heritage initiatives
- Technical information and training for collections care
- Preserving and protecting archaeological resources
- Other: _____

13. Which cultural resources do you think are the most in peril and why (check your top 3):

- Historic schools
- Archaeological sites
- Historic photos collection
- Historic public records
- Object collections in museums
- Traditional cultural sites
- Barns and other agricultural structures
- Commercial or “downtown” buildings
- Smaller homes in very desirable residential neighborhoods (the “tear-down”-and-replace issue)
- Other:

14. Are there any other issues that you feel need to be addressed regarding heritage and historic preservation in Oregon?

Additional Information

Personnel

15. Our museum has:

Number of volunteers:
Total number of volunteer hours:
Number of full-time staff:
Number of part-time staff:

Staff positions (list below):

Title	Salary Range
<hr/>	
<hr/>	
<hr/>	
<hr/>	

16. Based upon your estimates, indicate the percentage of your visitors that are:

Ages 0-18:
Ages 19-35:
Ages 36-55:
Ages 56-75
Ages 76 +:

17. In the last ten years, has there been an increase or decrease in demand for your museum's services (check all that apply):

	Increase	Decrease	No Change	Don't Know
Museum visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use of archives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for copies/scanned documents and/or photographs from your collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online queries or requests from the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. In the last ten years, has there been an increase or decrease in membership?

- Increase
- Decrease
- No change
- Don't know

19. How many changing/temporary exhibitions does your museum host each year?

- None
- 1-2
- 3-4
- 5 or more

Museum Operational & Financial Information

All questions refer to your fiscal year ending in 2009.

20. Operations

Total Hours Open Annually:
Non-Oregon Visitors During the Year:
Non-local Oregon Visitors During the Year:
Local visitors during the year:
TOTAL visitors during the year:
What is the standard adult admission fee (as applies):
What "Friends" organizations are affiliated with your museum?
Number of Members?

21. Financial (for fiscal year ending in 2009)

Total operating expenses:
Total operating income:
Amount of operating income from government-sourced funding in 2009 (specify in dollars):
From City:
From County:
From State:
Amount of operating income from donations and other sources in 2009 (specify amounts in dollars):
Major sources of privately-obtained funding:
2009 total capital expenses:
2009 total capital income:
Percent of capital income from government-sourced funding:

22. How frequently does your museum apply for grants:

- Several times a year
- Every 1-2 years
- Every 3-4 years
- Every 5 years or more
- Never

23. For your fiscal year ending in 2009, what percent of your operating budget was funded through grants?

- 0%
- 1-25%
- 25-50%
- 50-75%
- 75% or more

24. What number and types of grants did you receive in 2009:

Number of federal grants:
Number of state grants:
Number of grants from private foundations:
Number of grants from local organizations:

25. What prevents your museum from applying for grants/additional grants (check all that apply):

- Unsure what grants are available
- Lack of time
- Lack of resources
- Lack of planning
- Uncertain of process
- Do not have nonprofit status
- Other: _____

26. Did your museum lose financial support from your county as a consequence of the county's loss of federal forest dollars?

- Yes
- No
- Don't know
- Does not apply

27. What, if any, cost saving measures has your museum adopted in the last three years (check all that apply):

- Reduced operational hours
- Reduce or eliminate staff hours
- Reductions in programming and exhibits
- Delays in building/grounds maintenance
- Reductions in community outreach/marketing
- Other: _____

Thank you for participating in the 2010 Oregon Museums Survey and the Oregon Heritage Commission's "Heritage Assessment Survey. Please return your completed survey to:

Heritage Survey Coordinator
Oregon Heritage Commission
725 Summer St NE, Suite C
Salem OR 97301